

## Message Text

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ORIGIN NEA-11

INFO OCT-01 ISO-00 XMB-04 OPIC-06 ICA-20 EB-08 COME-00  
TRSE-00 OMB-01 CIAE-00 INR-10 NSAE-00 /061 R

DRAFTED BY NEA/AFN:TSWILKSINSON:PAW  
APPROVED BY NEA/AFN:JKBISHOP  
EXIM:BABDESLAM (SUBS)  
OPIC:RSMITH (SUBS)  
ICA:DSLAK (SUBS)  
EB/OCA/CD:WRAU (INFO)  
DESIRED DISTRIBUTION  
USDOC

-----016295 310451Z /15

R 301939Z MAY 78  
FM SECSTATE WASHDC  
TO AMEMBASSY RABAT  
AMCONSUL CASABLANCA

UNCLAS STATE 136384

E.O. 11652: N/A

TAGS: MO, BTRA

SUBJECT: MAY 13-22 VISIT OF MOROCCAN TRADE DELEGATION

1. BASED ON FEEDBACK FROM NEW YORK AND CHICAGO MEETINGS  
AND FROM PARTICIPANTS IN WASHINGTON BRIEFINGS FOR TRADE  
DELEGATION, VISIT APPEARS TO HAVE GONE WELL AND RESULTED  
IN OPENING OF A NUMBER OF NEW CHANNELS OF MOROCCAN-U.S.  
BUSINESS COMMUNICATION, ALTHOUGH RESULTS MIGHT HAVE BEEN  
EVEN BETTER IF MOROCCAN CHAMBER HAD DESIGNATED MEMBERSHIP  
OF GROUP AND TYPES OF CONTACTS DESIRED CONSIDERABLY EARLIER  
TO ALLOW FOR MORE THOROUGH ADVANCE PLANNING BY VARIOUS  
HOSTS AND HAD MADE MORE USE OF MOROCCAN EMBASSY (WHICH  
GROUP LEADERS FOR UNEXPLAINED REASONS DID NOT WISH TO DEAL  
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THROUGH). ONLY SIGNIFICANT EMBARRASSMENT WAS NON-SHOW OF  
DELEGATION MEMBERS FOR MAY 16 MORNING MEETING IN NEW YORK  
WITH AGRO-INDUSTRY REPS THAT HAD BEEN ARRANGED BY AGRI-  
BUSINESS COUNCIL.

2. MEMBERS OF DELEGATION WERE INTERESTED AND ARTICULATE  
DURING WASHINGTON BRIEFINGS BY REPS OF COMMERCE, STATE,

OPIC, AND EXIM. FOLLOWING UP OVERVIEW OF OPIC ACTIVITIES  
PRESENTED BY AMBASSADOR ROBERT SMITH, SMALL GROUP PURSUED  
POSSIBILITIES OF U.S.-MOROCCAN JOINT VENTURES AT OPIC  
OFFICES LATE ON MAY 18.

3. BCIU DIRECTOR JOHN HABBERTON EXPRESSED PARTICULAR  
APPRECIATION FOR WORK OF CASABLANCA AMERICAN  
CHAMBER OF COMMERCE EXECUTIVE DIRECTOR PATRICK VILLEGOREIX  
RITAUD, WHO FILLED ROLE OF ADVANCE MAN FOR DELEGATION IN  
TWO WEEKS BEFORE THEIR ARRIVAL. HABBERTON SAID DELEGATION  
LEADER YACOUBI-SOUSSANE ON MAY 16 HAD FLOATED IDEA WITH  
HIM OF FORMING A U.S.-MOROCCAN ADVISORY COUNCIL COMPOSED  
OF SENIOR CORPORATE OFFICERS FOR FURTHER PROMOTION OF  
TRADE RELATIONS. HABBERTON DID NOT DISMISS IDEA BUT SAID  
U.S. BUSINESS COMMUNITY IS ALREADY REPRESENTED ON BINA-  
TIONAL COUNCILS WITH 43 COUNTRIES, AND THAT THEIR WORK  
MIGHT BE MORE EFFECTIVE IF ORGANIZED INTO U.S. LINKS  
WITH REGIONAL GROUPS OR CONFEDERATIONS.

4. GENERAL IMPRESSION OF VISITORS WAS THAT MOROCCO NEEDS  
BETTER PUBLIC RELATIONS IN U.S., AND IT WAS NOTED THAT  
EMBASSY HERE IS SEEKING ADVICE OF OUTSIDE CONSULTANTS TO  
THIS END. VANCE

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Draft Date:** 30 may 1978  
**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
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**Disposition Approved on Date:**  
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**Errors:** N/A  
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**Subject:** MAY 13-22 VISIT OF MOROCCAN TRADE DELEGATION  
**TAGS:** BTBA, MO  
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**Type:** TE  
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**Review Markings:**  
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